

Digital Marketing Certificate

Digital Marketing Certificate Requirements

12 credits

Code	Title	Hours
MKTG 3010	Marketing Principles (ALPP)	3
MKTG 3500	Digital Marketing	3

Digital Marketing Elective Requirements

Code	Title	Hours
Complete six (6) credits from the following:		
MKTG 3550	Search Engine Optimization and Marketing	3
MKTG 3560	eCommerce Strategy	3
MKTG 3570	Email and Marketing Automation Strategy	3
MKTG 3580	Social Media Marketing Strategy	3
MKTG 3590	Digital Marketing Analytics	3
MKTG 4100	Marketing Research	3

Completion Requirements

1. Grade C- or higher in each required discipline course.
2. GPA 2.5 or higher in required discipline courses.

Digital Marketing Certificate Program Learning Outcomes

At the successful conclusion of this program, students will be able to:

1. Apply digital marketing principles to create strategic, customer-focused campaigns.
2. Identify and evaluate digital channels and platforms to reach defined target audiences.
3. Develop and optimize content that aligns with brand voice and business objectives.
4. Utilize data, analytics, and key performance metrics to measure and refine digital marketing strategies.
5. Integrate emerging technologies and tools to improve engagement, efficiency, and results in online marketing efforts.